**CPTD PRESS RELEASE TEMPLATE**

<PR/media contact in your organization

Name/phone/email>

**<INSERT NAME HERE> Earns the CPTD® Credential from
the ATD Certification Institute**

<CITY, STATE> DATE – <ORGANIZATION NAME> is pleased to announce that <NAME, CPTD> has earned the Certified Professional in Talent Development® credential from the Association for Talent Development Certification Institute (ATD CI), formerly ASTD CI. Earning the CPTD certification means <NAME, CPTD> possesses the knowledge and skills to be a top performer in the talent development field.

Those who earn the CPTD credential are recognized as having an overall understanding of the 23 capabilities necessary for success in talent development as defined by the Talent Development Capability Model™ and the ability to apply this knowledge in the workplace. Credentials provide a roadmap for professional development, enhance performance, and broaden career opportunities.

To earn the CPTD certification, <NAME> acquired industry-related experience and successfully passed a skills application examination. The CPTD certification process is rigorous and challenging. It produces candidates with a breadth and depth of knowledge that brings significant benefits to their employers, colleagues, and clients. Employing CPTD credential holders brings respect to an organization’s talent development function and helps to ensure successful learning programs and organizational impact.

“As the association dedicated to the talent management profession, ATD is at the forefront providing information on the critical skills and abilities that practitioners must have to succeed in the field,” says Tony Bingham, president of ATD CI. “The [CPTD] credential was built to provide talent development professionals with a means by which to increase their knowledge, competence, and confidence while proving their worth to employers,” he notes.

More information about the CPTD program may be found at [td.org/CPTD](http://www.td.org/cptd). Additional questions should be directed to CPTDcertification@td.org.

About ATD and the ATD Certification Institute

ATD is the world’s largest association dedicated to talent development professionals. ATD started in 1943 when the organization held its first annual conference. To support members’ ongoing development in the field, ATD formed the ATD Certification Institute (ATD CI) in 2006 to take the lead in setting professional industry standards and certifying talent development professionals.